



WCNC  
1001 Wood Ridge Center Dr.  
Charlotte, NC 28217-1901

American Rambler Productions  
138 Conant Street  
Beverly, MA 01915

## Contract # 852925

**Schedule Dates** 09/07/12-09/10/12  
**Advertiser** Mitt Romney for President (38225)  
**Agency** American Rambler Productions (10671)  
**Product** Political - US President (1174)  
**Brand** 187/REP/US PRES (177186)  
**Salesperson** Nesci, Mark (3195)  
**Sales Office** HRP - Washington DC  
**Buyer Name** KINCAID,STEPHANIE  
**Phone/Fax** (857) 288-3500 /  
**CPE** 187  
**Account Types** National/Political Candidate - Agency  
**Billing Type** Weekly/Irregular

**Comments**  
ROMNEY FOR PRESIDENT  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*, ROMNEY FOR PRESIDENT

**Date Entered** 09/06/12  
**Last Modified** 09/06/12  
**Entered By** Melissa Welch  
**CO-OP** No  
**Headline #** 06305829  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$9,330.00  
**Net Total** \$52,870.00  
**Sales Tax**

## Charlotte (WCNC) (WCNC)

| By Broadcast Month  | Spots     | Rate               |
|---------------------|-----------|--------------------|
| Sep. 2012           | 76        | \$62,200.00        |
| <b>Grand Total:</b> | <b>76</b> | <b>\$62,200.00</b> |

| Line | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times         | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate     | Total      | Station                 | Comments    | Entered |
|------|--------------------------------|-------------------|-----|--------|-------------------|-----|----|----|----|----|----|----|----|-------|----------|------------|-------------------------|-------------|---------|
| 1.0  | Normal Line / SPOT             | 09/07/12-09/07/12 | 3   | :30    | 5:58A- 6:58A (ET) |     |    |    |    |    | 2  |    |    | 2     | \$720.00 | \$1,440.00 | Charlotte (WCNC) (WCNC) | NEWS 6AM    | 9/6/12  |
| 2.0  | Normal Line / SPOT             | 09/10/12-09/10/12 | 3   | :30    | 5:58A- 6:58A (ET) |     | 2  |    |    |    |    |    |    | 2     | \$720.00 | \$1,440.00 | Charlotte (WCNC) (WCNC) | NEWS 6AM    | 9/6/12  |
| 3.0  | Normal Line / SPOT             | 09/10/12-09/10/12 | 3   | :30    | 6:58A- 9A (ET)    |     | 2  |    |    |    |    |    |    | 2     | \$720.00 | \$1,440.00 | Charlotte (WCNC) (WCNC) | TODAY SHOW  | 9/6/12  |
| 4.1  | Normal Line / SPOT             | 09/07/12-09/07/12 | 2   | :30    | 6:58A- 9A (ET)    |     |    |    |    |    | 2  |    |    | 2     | \$720.00 | \$1,440.00 | Charlotte (WCNC) (WCNC) | TODAY SHOW  | 9/6/12  |
| 5.0  | Normal Line / SPOT             | 09/07/12-09/07/12 | 3   | :30    | 9A- 10A (ET)      |     |    |    |    |    | 2  |    |    | 2     | \$360.00 | \$720.00   | Charlotte (WCNC) (WCNC) | TODAY SHOW2 | 9/6/12  |
| 6.0  | Normal Line / SPOT             | 09/10/12-09/10/12 | 3   | :30    | 9A- 10A (ET)      |     | 2  |    |    |    |    |    |    | 2     | \$360.00 | \$720.00   | Charlotte (WCNC) (WCNC) | TODAY SHOW2 | 9/6/12  |
| 7.0  | Normal Line / SPOT             | 09/10/12-09/10/12 | 3   | :30    | 3P- 4P (ET)       |     | 2  |    |    |    |    |    |    | 2     | \$315.00 | \$630.00   | Charlotte (WCNC) (WCNC) | JUDGE JUDY  | 9/6/12  |
| 8.1  | Normal Line / SPOT             | 09/07/12-09/07/12 | 3   | :30    | 4P- 4:59P (ET)    |     |    |    |    |    | 2  |    |    | 2     | \$360.00 | \$720.00   | Charlotte (WCNC) (WCNC) | NEWS 4PM    | 9/6/12  |
| 9.1  | Normal Line / SPOT             | 09/10/12-09/10/12 | 3   | :30    | 4P- 4:59P (ET)    |     | 2  |    |    |    |    |    |    | 2     | \$360.00 | \$720.00   | Charlotte (WCNC) (WCNC) | NEWS 4PM    | 9/6/12  |
| 10.0 | Normal Line / SPOT             | 09/10/12-09/10/12 | 3   | :30    | 4:59P- 5:29P (ET) |     | 2  |    |    |    |    |    |    | 2     | \$495.00 | \$990.00   | Charlotte (WCNC) (WCNC) | NEWS 5PM    | 9/6/12  |
| 11.0 | Normal Line / SPOT             | 09/07/12-09/07/12 | 3   | :30    | 4:59P- 5:29P (ET) |     |    |    |    |    | 2  |    |    | 2     | \$495.00 | \$990.00   | Charlotte (WCNC) (WCNC) | NEWS 5PM    | 9/6/12  |
| 12.0 | Normal Line / SPOT             | 09/07/12-09/07/12 | 3   | :30    | 5:29P- 5:59P (ET) |     |    |    |    |    | 2  |    |    | 2     | \$540.00 | \$1,080.00 | Charlotte (WCNC) (WCNC) | NEWS 530P   | 9/6/12  |
| 13.0 | Normal Line / SPOT             | 09/10/12-09/10/12 | 3   | :30    | 5:29P- 5:59P (ET) |     | 2  |    |    |    |    |    |    | 2     | \$540.00 | \$1,080.00 | Charlotte (WCNC) (WCNC) | NEWS 530P   | 9/6/12  |
| 14.0 | Normal Line / SPOT             | 09/07/12-09/07/12 | 4   | :30    | 5:59P- 6:30P (ET) |     |    |    |    |    | 2  |    |    |       | \$540.00 |            | Charlotte (WCNC) (WCNC) | NEWS 6P     | 9/6/12  |

## CONFIRMATION CONTRACT

|                             |       |                   |       |           |
|-----------------------------|-------|-------------------|-------|-----------|
| Accepted-Agency/Advertiser: | Date: | Accepted-Station: | Date: | Comments: |
|                             |       |                   |       |           |



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**CPE** 187  
**Account Types** National/Political Candidate - Agency  
**Billing Type** Weekly/Irregular  
**Comments** ROMNEY FOR PRESIDENT  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*, ROMNEY FOR PRESIDENT

**Date Entered** 09/06/12  
**Last Modified** 09/06/12  
**Entered By** Melissa Welch  
**CO-OP** No  
**Headline #** 06305829  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$9,330.00  
**Net Total** \$52,870.00  
**Sales Tax**

| Charlotte (WCNC) (WCNC) |           |                    |
|-------------------------|-----------|--------------------|
| By Broadcast Month      | Spots     | Rate               |
| Sep. 2012               | 76        | \$62,200.00        |
| <b>Grand Total:</b>     | <b>76</b> | <b>\$62,200.00</b> |

| Line   | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times           | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate       | Total      | Station                 | Comments               | Entered |
|--------|--------------------------------|-------------------|-----|--------|---------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|-------------------------|------------------------|---------|
| 14.0.1 | Closed Preempt                 | 09/07/12          |     |        |                     |     |    |    |    |    |    |    |    |       |            |            | Charlotte (WCNC) (WCNC) | S/I-Per Manager/Spot - |         |
| 14.0.2 | Closed Preempt                 | 09/07/12          |     |        |                     |     |    |    |    |    |    |    |    |       |            |            | Charlotte (WCNC) (WCNC) | S/I-Per Manager/Spot - |         |
| 15.0   | Normal Line / SPOT             | 09/10/12-09/10/12 | 3   | :30    | 5:59P- 6:30P (ET)   | 2   |    |    |    |    |    |    |    | 2     | \$855.00   | \$1,710.00 | Charlotte (WCNC) (WCNC) | NEWS 6P                | 9/6/12  |
| 16.2   | Normal Line / SPOT             | 09/07/12-09/07/12 | 2   | :30    | 6:59P- 7:30P (ET)   |     |    |    |    |    | 2  |    |    | 2     | \$1,400.00 | \$2,800.00 | Charlotte (WCNC) (WCNC) | JEOPARDY               | 9/6/12  |
| 17.0   | Normal Line / SPOT             | 09/10/12-09/10/12 | 4   | :30    | 6:59P- 7:30P (ET)   | 2   |    |    |    |    |    |    |    | 2     | \$1,260.00 | \$2,520.00 | Charlotte (WCNC) (WCNC) | JEOPARDY               | 9/6/12  |
| 18.1   | Normal Line / SPOT             | 09/07/12-09/07/12 | 2   | :30    | 7:30P- 7:58P (ET)   |     |    |    |    |    | 2  |    |    | 2     | \$1,250.00 | \$2,500.00 | Charlotte (WCNC) (WCNC) | WHEEL FORTUNE          | 9/6/12  |
| 19.0   | Normal Line / SPOT             | 09/10/12-09/10/12 | 4   | :30    | 7:30P- 7:58P (ET)   | 2   |    |    |    |    |    |    |    | 2     | \$1,395.00 | \$2,790.00 | Charlotte (WCNC) (WCNC) | WHEEL FORTUNE          | 9/6/12  |
| 20.1   | Normal Line / SPOT             | 09/07/12-09/07/12 | 2   | :30    | 11P- 11:34P (ET)    |     |    |    |    |    | 2  |    |    | 2     | \$1,035.00 | \$2,070.00 | Charlotte (WCNC) (WCNC) | NEWS 11P               | 9/6/12  |
| 21.0   | Normal Line / SPOT             | 09/10/12-09/10/12 | 3   | :30    | 11P- 11:34P (ET)    | 2   |    |    |    |    |    |    |    | 2     | \$1,035.00 | \$2,070.00 | Charlotte (WCNC) (WCNC) | NEWS 11P               | 9/6/12  |
| 22.0   | Normal Line / SPOT             | 09/10/12-09/10/12 | 4   | :30    | 11:34P- 12:37A (ET) | 2   |    |    |    |    |    |    |    | 2     | \$405.00   | \$810.00   | Charlotte (WCNC) (WCNC) | TONIGHT SHOW           | 9/6/12  |
| 23.1   | Normal Line / SPOT             | 09/07/12-09/07/12 | 3   | :30    | 11:34P- 12:37A (ET) |     |    |    |    |    | 2  |    |    | 2     | \$405.00   | \$810.00   | Charlotte (WCNC) (WCNC) | TONIGHT SHOW           | 9/6/12  |
| 24.0   | Normal Line / SPOT             | 09/07/12-09/07/12 | 3   | :30    | 4:58A- 5:58A (ET)   |     |    |    |    |    | 2  |    |    | 2     | \$330.00   | \$660.00   | Charlotte (WCNC) (WCNC) | NEWS                   | 9/6/12  |
| 25.0   | Normal Line / SPOT             | 09/10/12-09/10/12 | 3   | :30    | 4:58A- 5:58A (ET)   | 2   |    |    |    |    |    |    |    | 2     | \$330.00   | \$660.00   | Charlotte (WCNC) (WCNC) | NEWS                   | 9/6/12  |
| 26.0   | Normal Line / SPOT             | 09/08/12-09/08/12 | 3   | :30    | 5:58A- 6:57A (ET)   |     |    |    |    |    |    | 2  |    | 2     | \$285.00   | \$570.00   | Charlotte (WCNC) (WCNC) | NEWS 6AM               | 9/6/12  |

## CONFIRMATION CONTRACT

|                             |       |                   |       |           |
|-----------------------------|-------|-------------------|-------|-----------|
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|                             |       |                   |       |           |



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\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\* ROMNEY FOR PRESIDENT

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**Entered By** Melissa Welch  
**CO-OP** No  
**Headline #** 06305829  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$9,330.00  
**Net Total** \$52,870.00  
**Sales Tax**

| Charlotte (WCNC) (WCNC) |           |                    |
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| Sep. 2012               | 76        | \$62,200.00        |
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| Line   | Line Type / Break Type (Ref #)           | Dates             | Sec | Length | Run Times          | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate     | Total      | Station                 | Comments                                | Entered |
|--------|--|-------------------|-----|--------|--------------------|-----|----|----|----|----|----|----|----|-------|----------|------------|-------------------------|---|---------|
| 27.0   | Normal Line / SPOT                       | 09/08/12-09/08/12 | 4   | :30    | 6:57A- 9A (ET)     |     |    |    |    |    |    | 2  |    | 2     | \$585.00 | \$1,170.00 | Charlotte (WCNC) (WCNC) | NEWS 7AM                                | 9/6/12  |
| 28.0   | Normal Line / SPOT                       | 09/08/12-09/08/12 | 4   | :30    | 9A- 10A (ET)       |     |    |    |    |    |    | 2  |    |       | \$540.00 |            | Charlotte (WCNC) (WCNC) | SAT TODAY                               | 9/6/12  |
| 28.0.1 | Preempt                                  | 09/08/12          |     |        |                    |     |    |    |    |    |    |    |    |       |          |            | Charlotte (WCNC) (WCNC) | I-No Avail/Exception - KIDS PROGRAMMING |         |
| 28.0.2 | Preempt                                  | 09/08/12          |     |        |                    |     |    |    |    |    |    |    |    |       |          |            | Charlotte (WCNC) (WCNC) | I-No Avail/Exception - KIDS PROGRAMMING |         |
| 29.0   | Normal Line / GOLF                       | 09/08/12-09/08/12 | 4   | :30    | 12P- 3:30P (ET)    |     |    |    |    |    |    | 3  |    | 3     | \$315.00 | \$945.00   | Charlotte (WCNC) (WCNC) | GOLF                                    | 9/6/12  |
| 30.0   | Normal Line / NCAA - NOTRE DAME FOOTBALL | 09/08/12-09/08/12 | 4   | :30    | 3:30P- 7P (ET)     |     |    |    |    |    |    | 3  |    | 3     | \$450.00 | \$1,350.00 | Charlotte (WCNC) (WCNC) | COLLEGE FOOTBALL                        | 9/6/12  |
| 31.1   | Normal Line / SPOT                       | 09/08/12-09/08/12 | 3   | :30    | 6:59P- 7:30P (ET)  |     |    |    |    |    |    | 2  |    | 2     | \$450.00 | \$900.00   | Charlotte (WCNC) (WCNC) | JEOPARDY WKND                           | 9/6/12  |
| 32.1   | Normal Line / SPOT                       | 09/08/12-09/08/12 | 3   | :30    | 7:30P- 7:58P (ET)  |     |    |    |    |    |    | 2  |    | 2     | \$495.00 | \$990.00   | Charlotte (WCNC) (WCNC) | WHEEL FORTUNE                           | 9/6/12  |
| 33.0   | Normal Line / SPOT                       | 09/08/12-09/08/12 | 4   | :30    | 11:29P- 1:02A (ET) |     |    |    |    |    |    | 1  |    | 1     | \$855.00 | \$855.00   | Charlotte (WCNC) (WCNC) | SAT NIGHT LIVE                          | 9/6/12  |
| 34.0   | Normal Line / SPOT                       | 09/09/12-09/09/12 | 3   | :30    | 7A- 8A (ET)        |     |    |    |    |    |    |    | 1  | 1     | \$770.00 | \$770.00   | Charlotte (WCNC) (WCNC) | NEWS 7AM                                | 9/6/12  |
| 35.0   | Normal Line / SPOT                       | 09/09/12-09/09/12 | 3   | :30    | 8A- 9A (ET)        |     |    |    |    |    |    |    | 1  | 1     | \$945.00 | \$945.00   | Charlotte (WCNC) (WCNC) | SUN TODAY NBC                           | 9/6/12  |
| 36.0   | Normal Line / SPOT                       | 09/09/12-09/09/12 | 3   | :30    | 9A- 9:58A (ET)     |     |    |    |    |    |    |    | 1  | 1     | \$360.00 | \$360.00   | Charlotte (WCNC) (WCNC) | NEWS 9AM                                | 9/6/12  |

## CONFIRMATION CONTRACT

|                             |       |                   |       |           |
|-----------------------------|-------|-------------------|-------|-----------|
| Accepted-Agency/Advertiser: | Date: | Accepted-Station: | Date: | Comments: |
|-----------------------------|-------|-------------------|-------|-----------|



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**Package Deal**  
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**Commission** \$9,330.00  
**Net Total** \$52,870.00  
**Sales Tax**

**Charlotte (WCNC) (WCNC)**

| By Broadcast Month  | Spots     | Rate               |
|---------------------|-----------|--------------------|
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|------|--------------------------------|-------------------|-----|--------|----------------------------------|-----|----|----|----|----|----|----|----|-------|------------|-------------|-------------------------|------------|---------|
| 37.0 | Normal Line / SPOT             | 09/09/12-09/09/12 | 4   | :30    | 9:58A- 11A (ET)                  |     |    |    |    |    |    |    | 1  | 1     | \$810.00   | \$810.00    | Charlotte (WCNC) (WCNC) | MEET PRESS | 9/6/12  |
| 38.0 | Normal Line / GOLF             | 09/09/12-09/09/12 | 4   | :30    | 2P- 6P (ET)                      |     |    |    |    |    |    |    | 3  | 3     | \$315.00   | \$945.00    | Charlotte (WCNC) (WCNC) | GOLF       | 9/6/12  |
| 39.0 | Normal Line / SPOT             | 09/09/12-09/09/12 | 3   | :30    | 6P- 6:30P (ET)                   |     |    |    |    |    |    |    | 1  | 1     | \$700.00   | \$700.00    | Charlotte (WCNC) (WCNC) | NEWS 6PM   | 9/6/12  |
| 40.0 | Normal Line / NFL              | 09/09/12-09/09/12 | 4   | :30    | 6:58P- Football Night in America |     |    |    |    |    |    |    | 1  | 1     | \$2,000.00 | \$2,000.00  | Charlotte (WCNC) (WCNC) |            | 9/6/12  |
| 41.0 | Normal Line / NFL              | 09/09/12-09/09/12 | 4   | :30    | 8:12P- NBC Sunday Night Football |     |    |    |    |    |    |    | 2  | 2     | \$7,500.00 | \$15,000.00 | Charlotte (WCNC) (WCNC) |            | 9/6/12  |
| 42.1 | M/G For 14.0.1,14.0.2 / SPOT   | 09/07/12-09/07/12 | 2   | :30    | 5:59P- 6:30P (ET)                |     |    |    |    |    | 1  |    |    | 1     | \$855.00   | \$855.00    | Charlotte (WCNC) (WCNC) | NEWS 6P    | 9/6/12  |
| 43.1 | Normal Line / SPOT             | 09/09/12-09/09/12 | 4   | :30    | 11A- 11:30A (ET)                 |     |    |    |    |    |    |    | 1  | 1     | \$225.00   | \$225.00    | Charlotte (WCNC) (WCNC) | Flashpoint | 9/6/12  |
|      |                                |                   |     |        |                                  |     |    |    |    |    |    |    |    |       |            |             |                         |            |         |

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments: